



# CALL FOR ENTRIES

**Event Date:** April 16<sup>th</sup>, 2020

**Submission Deadline:** February 17<sup>th</sup>

## Creative Visuals

Each healthcare communications agency participating in the April 2020 edition of *Med Ad News* is requested to submit at least one sample of its creative work from the past year for inclusion in its magazine profile. Also, each participating agency is invited to submit campaign work for the Manny Award categories listed below. Only new advertisements/campaign work from within the past year are considered for nomination in these award categories.

Creative samples will be used in judging the following award categories:

- Most Creative Agency
- Best Consumer Campaign – TV/Radio
- Best Consumer Campaign – Web
- Best Consumer Campaign – Print
- Best Professional Campaign – Web
- Best Professional Campaign – Print
- Best Interactive Patient Campaign
- Best Interactive Physician Campaign
- Best Medical Device Campaign
- Best Nonbranded Campaign
- Best Philanthropic Campaign
- Best Self-Promotion Campaign
- Best Managed Markets Campaign
- Best Experiential Campaign
- Best Patient Engagement Campaign
- Best Rare Disease Campaign
- Best Social Media Campaign

### For the Creative Manny Awards Voting Process\*:

Submit the name, title, and e-mail address of the agency representatives whom will be voting (see the note below as to whom is eligible to vote) for the creative Manny Awards to Andrew Humphreys at [Andrew.Humphreys@medadnews.com](mailto:Andrew.Humphreys@medadnews.com)

\*1) Please adhere to the submission deadline dates. Failure to do so could jeopardize your opportunity to appear in the April 2020 issue.

2) *Med Ad News* editors reserve the right not to publish data from agencies that have not completely filled out the documents or that do not meet our criteria. The editors reserve the right to question the data.

**\*Please note:**

In March, *Med Ad News* will post on a specially created Website the submitted creative samples from every participating healthcare communications agency for all of the aforementioned creative awards. At that time, the head creative director(s) and managing executive(s) from each participating healthcare communications agency will be contacted by *Med Ad News* and asked to vote for the best work in every Manny Awards creative category. More information on this process will be distributed at a later date.

**Due By February 17th\***

## **Most Creative Agency**

Agencies may submit up to five sample pieces of creative that showcase the range of creativity at the agency and best embody the agency's work. These pieces cannot include self-branded items such as holiday cards, trade magazine ads, videos, or other digital pieces in order to keep the agency anonymous in the voting. These five pieces of creative can also be represented as submissions for other individual creative Manny Award categories (Best Professional Campaign, Best Consumer Campaign, Best Philanthropic Campaign, etc.). Please do not submit agency-branded materials for this category because the creative Website voting will be blinded to help ensure that the best work is nominated rather than the agency name behind the creative. If an advertisement/promotional campaign is submitted for an individual creative Manny Award category as well as for the overall Most Creative Agency Manny Award, please be sure to specify those details.

- **All materials submitted for awards entry consideration must have been approved and published for the first time in a public forum between January 1-December 31, 2019. Entries for years before 2019 are not eligible, although new/updated materials run for the first time during 2019 from previous years' campaigns are allowed to be entered. Submissions for print and broadcast advertisements must include fair balance. Entries cannot be submitted without the permission of the client and/or owner of the rights to the work.**

- In a separate Word document, please indicate which visuals you would prefer to accompany your agency's magazine profile in the *Med Ad News* April 2020 edition (magazine visuals can be those that were submitted for the Manny Awards, or you may include separate materials to be showcased in the printed agency profile)

- Please indicate from your submitted group of creative samples which advertisements should be included in our online voting and for which categories.

- Each sample file should be "saved as" with the name of your agency and product account (for example: [AgencyX\\_MostCreative\\_Web\\_1of5.jpg](#)) and also provide a brief description of the sample: the type of promotional piece (print advertisement for healthcare audience, print advertisement for consumer audience, television commercial, radio commercial, visual aid, detail piece, etc.) and the objective of the promotional piece. If a description/objective is not provided, *Med Ad News* editors may generate the necessary copy to accompany the visual in the April print publication. Please feel free to number the creative samples by order of publication preference since editorial space is limited.

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## **Best Professional Campaign — Web or Print**

There are two separate Best Professional Campaign award categories for 1) websites, and 2) print such as magazines. Agencies may submit up to three samples each per campaign or entry that best represent the scope of the campaign. These can be print ads, videos (**web links cannot identify the agency name**), and other collateral materials aimed at healthcare professionals (prescribers, nurses, pharmacists, etc.) that promote a branded therapeutic medicine. For videos or any other electronic collateral (including mpegs, MP3s, .WAV files, etc.), please do not send the actual files, but an anonymized link to an anonymous hosting site (ie; YouTube, Vimeo, non-agency-branded web platform, etc.) where the pieces can be viewed. Any agency not represented on the voting Website either did not meet the eligibility requirements for this award or did not submit creative materials by the deadline.

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## **Best Consumer Campaign — TV/Radio, Web, or Print**

There are three separate Best Consumer Campaign award categories: one for 1) TV/radio spots, 2) websites, and 3) print such as magazines. Agencies may submit up to three samples each per campaign or entry that best represent the scope of the campaign. These can be print ads, videos (**web links cannot identify the agency name**), and other collateral materials aimed at consumers (patients or caregivers) that promote a branded therapeutic medicine. For videos or any other electronic collateral (including mpegs, MP3s, .WAV files, etc.), please do not send the actual files, but an anonymized link to an anonymous hosting site (ie; YouTube, Vimeo, non-agency-branded web platform, etc.) where the pieces can be viewed. Any agency not represented on the voting Website either did not meet the eligibility requirements for this award or did not submit creative materials by the deadline.

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## **Best Medical Device Campaign**

Agencies may submit up to three samples each per campaign or entry that best represent the scope of the campaign. These can be print ads, details aids, sales brochures, Websites (**web links cannot identify the agency name**), and other activities that promote a branded medical device/technology. For videos or any other electronic collateral (including mpegs, MP3s, .WAV files, etc.), please do not send the actual files, but an anonymized link to an anonymous hosting site (ie; YouTube, Vimeo, non-agency-branded web platform, etc.) where the pieces can be viewed. Any agency not represented on the voting Website either did not meet the eligibility requirements for this award or did not submit creative materials by the deadline.

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- Please indicate from your submitted group of creative samples which advertisements should be included in our online voting and for which categories.
- Each sample file should be "saved as" with the name of your agency and product account (for example: [NameOfStent\\_AgencyX\\_MedicalDevice\\_Web\\_1of3.jpg](#)) and also provide a brief description of the sample: the type of promotional piece (print advertisement for healthcare audience, print advertisement for consumer audience, television commercial, radio commercial, visual aid, detail piece, etc.) and the objective of the promotional piece. If a description/objective is not provided, *Med Ad News* editors may generate the necessary copy to accompany the visual in the April print publication. Please feel free to number the creative samples by order of publication preference since editorial space is limited.

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## **Best Philanthropic Campaign**

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Please do not submit agency-branded materials for this category because the creative Website voting will be blinded to help ensure that the best work is nominated rather than the agency name behind the creative.

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- Please indicate from your submitted group of creative samples which advertisements should be included in our online voting and for which categories.
- Each sample file should be "saved as" with the name of your agency and product account (for example: [CharityName\\_AgencyX\\_Philanthropic\\_Web\\_1of3.jpg](#)) and also provide a brief description of the sample: the type of promotional piece (print advertisement for healthcare audience, print advertisement for consumer audience, television commercial, radio commercial, visual aid, detail piece, etc.) and the objective of the promotional piece. If a description/objective is not provided, *Med Ad News* editors may generate the necessary copy to accompany the visual in the April print publication. Please feel free to number the creative samples by order of publication preference since editorial space is limited.

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## **Best Self-Promotion Campaign**

Agencies may submit up to three samples each per campaign or entry that best represent the scope of the campaign. These self-promotion campaigns can be print ads, videos, and other collateral materials run by the agency during 2019/early 2020 or a campaign promoting itself and its services. Each series of ads counts as one submission. These ads should demonstrate the personality and capabilities of the agency.

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- In a separate Word document, please indicate which visuals you would prefer to accompany your agency's magazine profile in the *Med Ad News* April 2020 edition (magazine visuals can be those that were submitted for the Manny Awards, or you may include separate materials to be showcased in the printed agency profile)

- Please indicate from your submitted group of creative samples which advertisements should be included in our online voting and for which categories.

- Each sample file should be "saved as" with the name of your agency and product account (for example: [AgencyX\\_SelfPromo\\_Web\\_1of3.jpg](#)) and also provide a brief description of the sample: the type of promotional piece (print advertisement for healthcare audience, print advertisement for consumer audience, television commercial, radio commercial, visual aid, detail piece, etc.) and the objective of the promotional piece. If a description/objective is not provided, *Med Ad News* editors may generate the necessary copy to accompany the visual in the April print publication. Please feel free to number the creative samples by order of publication preference since editorial space is limited.

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## **Best Nonbranded Campaign**

Agencies may submit up to three samples per campaign or entry that best represent the scope of the campaign. These nonbranded campaigns must be aimed at physicians and other healthcare personnel to educate them about certain little-known conditions and to cultivate the market before a specific drug is approved and launched, or before a new indication for an already marketed drug is approved. For videos or any other electronic collateral (including mpegs, MP3s, .WAV files, etc.), please do not send the actual files, but an anonymized link to an anonymous hosting site (ie; YouTube, Vimeo, non-agency-branded web platform, etc.) where the pieces can be viewed. Any agency not represented on the voting Website either did not meet the eligibility requirements for this award or did not submit creative materials by the deadline.

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- Each sample file should be "saved as" with the name of your agency and product account (for example: **Fibromyalgia\_AgencyX\_Nonbranded\_Web\_1of3.jpg**) and also provide a brief description of the sample: the type of promotional piece (print advertisement for healthcare audience, print advertisement for consumer audience, television commercial, radio commercial, visual aid, detail piece, etc.) and the objective of the promotional piece. If a description/objective is not provided, *Med Ad News* editors may generate the necessary copy to accompany the visual in the April print publication. Please feel free to number the creative samples by order of publication preference since editorial space is limited.

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## **Best Interactive Patient Campaign**

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## **Best Interactive Physician Campaign**

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## **Best Managed Markets Campaign**

This category encompasses managed markets communications – focused on payers, organized customers, providers, and patients – targeting offerings ranging from market access, to patient access and reimbursement, to integrated pull-through. Submissions include campaigns that detail strategic and communication services concentrated on driving brand access, reimbursement and quality solutions. For example, digital and multi-channel initiatives that augment account manager efforts with customers.

Agencies may submit up to three samples each per campaign or entry that best represent the scope of the campaign. These can be print ads, videos (**web links cannot identify the agency name**), and other collateral materials aimed at managed markets. For videos or any other electronic collateral (including mpegs, MP3s, .WAV files, etc.), please do not send the actual files, but an anonymized link to an anonymous hosting site (ie; YouTube, Vimeo, non-agency-branded web platform, etc.) where the pieces can be viewed. Any agency not represented on the voting Website either did not meet the eligibility requirements for this award or did not submit creative materials by the deadline.

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## **Best Rare Disease Campaign**

Agencies may submit up to three samples each per campaign or entry that best represent the scope of the campaign. These can be print ads, videos (**web links cannot identify the agency name**), and other collateral materials focused on rare disease treatment. For videos or any other electronic collateral (including mpegs, MP3s, .WAV files, etc.), please do not send the actual files, but an anonymized link to an anonymous hosting site (ie; YouTube, Vimeo, non-agency-branded web platform, etc.) where the pieces can be viewed. Any agency not represented on the voting Website either did not meet the eligibility requirements for this award or did not submit creative materials by the deadline.

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## **Best Social Media Campaign**

Agencies may submit up to three samples each per campaign or entry that best represent the scope of the campaign. The samples can represent print pieces, videos (**web links cannot identify the agency name**) and other collateral materials focused on the use of social media to promote healthcare communications, including Facebook, Twitter, LinkedIn, Instagram, etc. For videos or any other electronic collateral (including mpegs, MP3s, .WAV files, etc.), please do not send the actual files, but an anonymized link to an anonymous hosting site (ie; YouTube, Vimeo, non-agency-branded web platform, etc.) where the pieces can be viewed. Any agency not represented on the voting Website either did not meet the eligibility requirements for this award or did not submit creative materials by the deadline.

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**Due By February 17th\***

## **Best Patient Engagement Campaign**

Agencies may submit up to three samples each per campaign or entry that best represent the scope of the campaign. These can be print ads, videos (**web links cannot identify the agency name**), and other collateral materials for campaigns focused on driving and enhancing patient engagement strategies. For videos or any other electronic collateral (including mpegs, MP3s, .WAV files, etc.), please do not send the actual files, but an anonymized link to an anonymous hosting site (ie; YouTube, Vimeo, non-agency-branded web platform, etc.) where the pieces can be viewed. Any agency not represented on the voting Website either did not meet the eligibility requirements for this award or did not submit creative materials by the deadline.

Please do not submit agency-branded materials for this category because the creative Website voting will be blinded to help ensure that the best work is nominated rather than the agency name behind the creative.

**• All materials submitted for awards entry consideration must have been approved and published for the first time in a public forum between January 1-December 31, 2019. Entries for years before 2019 are not eligible, although new/updated materials run for the first time during 2019 from previous years' campaigns are allowed to be entered. Submissions for print and broadcast advertisements must include fair balance. Entries cannot be submitted without the permission of the client and/or owner of the rights to the work.**

- In a separate Word document, please indicate which visuals you would prefer to accompany your agency's magazine profile in the *Med Ad News* April 2020 edition (magazine visuals can be those that were submitted for the Manny Awards, or you may include separate materials to be showcased in the printed agency profile)
- Please indicate from your submitted group of creative samples which advertisements should be included in our online voting and for which categories.
- Each sample file should be "saved as" with the name of your agency and product account (for example: [Lipitor\\_AgencyX\\_PatientEngagement\\_Web\\_1of3.jpg](#)) and also provide a brief description of the sample: the type of promotional piece (print advertisement for healthcare audience, print advertisement for consumer audience, television commercial, radio commercial, visual aid, detail piece, etc.) and the objective of the promotional piece. If a description/objective is not provided, *Med Ad News* editors may generate the necessary copy to accompany the visual in the April print publication. Please feel free to number the creative samples by order of publication preference since editorial space is limited.

\*1) Please adhere to the submission deadline dates. Failure to do so could jeopardize your opportunity to appear in the April 2020 issue.

2) *Med Ad News* editors reserve the right not to publish data from agencies that have not completely filled out the documents or that do not meet our criteria. The editors reserve the right to question the data.

**Due By February 17th\***

## **Best Experiential Campaign**

Agencies may submit up to three samples each per campaign or entry that best represent the scope of the campaign. These can be videos (**web links cannot identify the agency name**) and other collateral materials focused on the promotion of a health-care marketing strategy that directly engages consumers and encourages them to participate in the evolution of a brand or a brand experience. For videos or any other electronic collateral (including mpegs, MP3s, .WAV files, etc.), please do not send the actual files, but an anonymized link to an anonymous hosting site (ie; YouTube, Vimeo, non-agency-branded web platform, etc.) where the pieces can be viewed. Any agency not represented on the voting Website either did not meet the eligibility requirements for this award or did not submit creative materials by the deadline.

Please do not submit agency-branded materials for this category because the creative Website voting will be blinded to help ensure that the best work is nominated rather than the agency name behind the creative.

**• All materials submitted for awards entry consideration must have been approved and published for the first time in a public forum between January 1-December 31, 2019. Entries for years before 2019 are not eligible, although new/updated materials run for the first time during 2019 from previous years' campaigns are allowed to be entered. Submissions for print and broadcast advertisements must include fair balance. Entries cannot be submitted without the permission of the client and/or owner of the rights to the work.**

- In a separate Word document, please indicate which visuals you would prefer to accompany your agency's magazine profile in the *Med Ad News* April 2020 edition (magazine visuals can be those that were submitted for the Manny Awards, or you may include separate materials to be showcased in the printed agency profile)
- Please indicate from your submitted group of creative samples which advertisements should be included in our online voting and for which categories.
- Each sample file should be "saved as" with the name of your agency and product account (for example: [Lipitor\\_AgencyX\\_Experiential\\_Web\\_1of3.jpg](#)) and also provide a brief description of the sample: the type of promotional piece (print advertisement for healthcare audience, print advertisement for consumer audience, television commercial, radio commercial, visual aid, detail piece, etc.) and the objective of the promotional piece. If a description/objective is not provided, *Med Ad News* editors may generate the necessary copy to accompany the visual in the April print publication. Please feel free to number the creative samples by order of publication preference since editorial space is limited.

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## Submission Instructions:

Please submit all images and documents to [Andrew.Humphreys@medadnews.com](mailto:Andrew.Humphreys@medadnews.com) by the due date above.

We are requesting **three versions** of each image file submitted (including for websites):

- Thumbnail version for our voting website (**Thumbnail versions** are what the Manny Award judges will click on when entering the voting gallery for each category to view your campaign submission)
- Web-optimized version for our voting website (**Web versions** represent your campaign submission and what the Manny Award judges will view after clicking on the corresponding Thumbnail image)
- High-resolution image suitable for print (**Print versions** are what will be published in the *Med Ad News* April magazine if your campaign entry is nominated as an award finalist)

**Note:** Each Web version submitted should be accompanied by 1 Thumbnail and at least 1 Print version based on these ratios: 1 Web version = 1 Thumbnail and 1 Print version; 2 Web versions = 2 Thumbnails and 1-2 Print versions; 3 Web versions = 3 Thumbnails and 1-3 Print versions

**Thumbnail versions** should be cropped images focused on one key, identifiable image from the piece and should follow the following specifications:

- Dimensions: 144 pixels wide by 72 pixels high
- Image mode: RGB
- Resolution: 72 dpi
- File format: JPG, saved at medium quality (site can accept files up to 50MB)
- Naming convention: **Brand/Product Name\_Agency\_Thumb\_1of3.jpg; Brand/Product Name\_Agency\_Thumb\_2of3.jpg; Brand/Product Name\_Agency\_Thumb\_3of3.jpg**

**Web versions** should meet the following specifications:

- Dimensions: should be no larger than 800 pixels wide by 600 pixels high
- Image mode: RGB
- Resolution: 72 dpi
- File format: JPG, saved at medium quality
- Naming convention: **Brand/Product Name\_Agency\_Web\_1of3.jpg; Brand/Product Name\_Agency\_Web\_2of3.pdf, Brand/Product Name\_Agency\_Web\_3of3.pdf**

**Print versions** of all promotional materials should be high-resolution visuals, at least 300 dpi and about 5x7 or 7x5 inches.

File name should indicate the brand/product name, agency name, version, and number of images in the series.

For example: **Brand/Product Name\_Agency\_Print\_1of3.pdf; Brand/Product Name\_Agency\_Print\_2of3.pdf, Brand/Product Name\_Agency\_Print\_3of3.pdf**

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If you have trouble submitting the visuals (high-resolution JPEG, PDF, or TIFF files are preferred), please contact the content team (their info is listed below) with questions about the process.

**Contacts:**

**Questions about the Creative Visual Submission Process:**

Andrew Humphreys at [Andrew.Humphreys@medadnews.com](mailto:Andrew.Humphreys@medadnews.com) or 267-685-9573

Josh Slatko at [Josh.Slatko@medadnews.com](mailto:Josh.Slatko@medadnews.com)

Chris Truelove at [Chris.Truelove@medadnews.com](mailto:Chris.Truelove@medadnews.com)

**Manny Awards Ticket Information:** [Daniel.Becker@medadnews.com](mailto:Daniel.Becker@medadnews.com) or Visit [MannyAwards.com](http://MannyAwards.com)

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